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Lopez Elementary School PTA  
637 Wabash Street  
Fort Collins, CO 80526

FCC MAIL ROOM

APR 3 1997

March 31, 1997

RECEIVED

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

RE: CS Docket No. 97-55, FCC 97-34

Dear Chairman Hundt and Commissioners:

We are writing on behalf of the National PTA and the Lopez Elementary School PTA to voice our opposition to the V-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1977. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1966. We do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- ◆ That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- ◆ That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- ◆ That the rating icon on the screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- ◆ That the rating board be independent of the industry and the FCC and that it include parents; and
- ◆ That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*Kathleen Ghidossi*  
Lopez Elementary School PTA  
Kathleen Ghidossi  
President

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Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M. Street N.W., Room 222  
Washington, D.C. 20554

Dear Chairman Hundt and Commissioners:

**RE: CS Docket No.97-55,FCC 97-34**

I am / We are writing on behalf of the National PTA and the Jarman Elementary School PTA of Tulsa, Oklahoma to voice my / our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, On January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content description on the screen and publicized in periodicals that carry TV scheduling is useless.

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Sincerely,

*Jerry & Janet Banker*

Tulsa, Oklahoma

7904 S. 88 E Ave  
Tulsa OK 74133

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Sincerely ,

# SAMPLE LETTER TO THE FCC

Your letter must be received by April 8, 1997

March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

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Sincerely,

Your Name

Town, State

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Thomas & Carolyn Keegher  
PO 26  
Mt Holly NC 28120

We have a 9 1/3  
year old &  
would like a  
rating system to tell  
us what's good & bad

March 21, 1997

Dear Teachers and Parents,

The National PTA is asking for our support and letters for the important issue---television ratings. You may have seen the rating symbols in the upper left-hand corner of your television screen. The National PTA opposes a system that does NOT provide parents and families information about the content of the program as part of the rating on the screen.

The following is the rating system **opposed** by the National PTA, industry proposed rating system:

TV- Y	All Children
TV-Y7	Directed at Older Children
TV-G	General Audience
TV-PG	Parental Guidance Suggested
TV-14	Parents Strongly Cautioned
TV-M	Mature Audience

- Does not provide parents with specific information about content
- Allows the TV industry to judge what is acceptable material for children's age ranges
- Does not indicate why a show was rated, i.e. intermingles sex, violence, and language issues

The National PTA **supports** a rating system based on the following example:

V	Violent Content
S	Sexual Content and Nudity
L	Adult Language

Surveys indicate that parent support rating based on content versus age rating determined ~~by the television industry~~. Although the above example is not all inclusive of content it will provide you with a guide as to what the program contains and will help you make a better decision as to whether you want your child watching that program.

Attached is an sample letter written by the National PTA to be addressed to **Chairman Reed Hundt and FCC Commissioners** in Washington. Please take this opportunity to assist in a national campaign to structure TV ratings based on content. Letters need to be recieved by April 8, 1997.

Thanks for your continued support.

---

Annette and Bruce Urban  
Robinson PTA President

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That the rating board be independent of the industry and the FCC and that it include parents, and ;

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*Leresa Russell*  
*Southside School PTA*  
*PO BOX 181*  
*72575*

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Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely ,

*Julesa Russell*

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Sincerely ,

A handwritten signature in cursive script, reading "Ebe Merrill". The signature is written in dark ink and is positioned below the word "Sincerely,".

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Sincerely ,

*Linda Jeffery*

March 17, 1997

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Sincerely ,

Allison Hays  
P.O. Box 187  
Salado, Ar 72525

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Sincerely ,

*Sissy Thomas*  
*#5 Kimberly*  
*Batesville ark 72501*

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Sincerely ,

Beverly Hill

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Sincerely ,

Robert + Pam Stephens  
150 ROCK BRIDGE ROAD  
Batesville, Arkansas 72501

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*Linda Smith*

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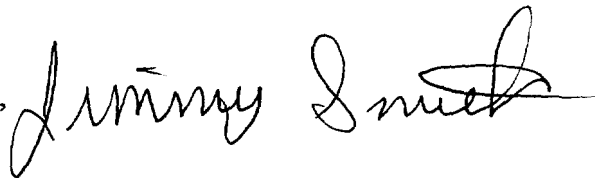
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That any rating system approved by the FCC be evaluated by independent reasearch to determine if it meets the needs of parents .

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely, 

DOCKET FILE COPY ORIGINAL FCC MAIL ROOM

March 17, 1997

APR 3 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W. , Room 222  
Washington , DC 20554

RECEIVED

Dear Chairman Hundt and Commissioners :

**RE : CS Docket No. 97-55 , FCC 97-34**

I am writing on behalf of the National PTA and Southside PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti , Chair of the TV Rating Implementation Group , on January 17 , 1997. The rating symbol on the screen does not provide sufficient information on the content of television programs for parents to decide what is appropriate for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information on the content of television programs were conducted by the National PTA , *U. S. News and World Report* , and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents would like to make an informed decision about television programing based on content information. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC , by law , is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask the that the FCC not approve the industry rating system . Instead , we request the following :

That under no circumstances should the FCC approve the industry's rating system . Futher , the FCC should accept no rating system that does not include content information about programs such as V (for violence) , S ( for sexual depiction and nudity ) , and L ( for language ) ;

That the FCC require a V-chip band broad enough that would allow parents to recieve more than one rating system ;

That the rating icon on the TV screen be made larger , more prominently placed on the screen , and appear more frequently during the courseof a program and after each commercial break ;

That the rating board be independent of the industry and the FCC and that it include parents, and ;

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